

PUB-NO: W02004107094A2

DOCUMENT-IDENTIFIER: W0 2004107094 A2

TITLE: DATA INTEGRATION SYSTEM AND METHOD FOR PRESENTING 360? CUSTOMER VIEWS

PUBN-DATE: December 9, 2004

INVENTOR-INFORMATION:

NAME	COUNTRY
HARPER, JONATHAN E	
POPE, BENJAMIN	
WAVELL, RUFUS	
BARRY, JEFFREY	
MYERS, WILLIAM P	
PARACHA, BIPIN	
HANDERHAN, PATRICK	
SEVERSON, ERIC	
FOSTER, GARY	
TORRANCE, JOHN	

ASSIGNEE-INFORMATION:

NAME	COUNTRY
SEURAT COMPANY	US

APPL-NO: US00302229  
APPL-DATE: January 23, 2003

PRIORITY-DATA: US35184202P (January 25, 2002), US36006402P (February 25, 2002)

INT-CL (IPC): G06F 0/

ABSTRACT:

CHG DATE=20041221 STATUS=0>A data integration system and method collects and stores customer information from disparate information sources in real-time. The stored information can be retrieved and assembled for presentation to a user according to the role and/or security profile of the user. The customer information is presented through a 360? viewer, which is embedded in an application or a browser, or runs as a standalone viewer. A data correlation system and method correlates data records collected from disparate Customer Relationship Management (CRM) applications using a three-tier approach comprising deterministic correlation, heuristic correlation and historical correlation. The correlation rules are fully configurable and extensible.